

# The Indie Hustle: A DIY Step by Step Guide to Promote Your Music, Build Your Brand and Get Paid

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## Introduction- Why I Wrote This Book: The Purpose

For over 30 years, I've been hustling and grinding in the music industry. Just like most of you reading this book now, I have spent thousands of dollars on music promotions, marketing, and advertising and looking for people I thought could help take my career to the next level.

When it was all said and done, I learned the hard way that I got bamboozled and jerked out of my hard-earned money. I spent many years working with novices and unscrupulous individuals. None of those so called "music experts and methods" worked, and the few things that did work resulted in minimal results.

So, why did I write this book? The reason is simple. I wrote this book to share my wealth of music knowledge, contacts, information, and resources to help independent artists successfully navigate their music business and careers in the music industry. Yup! Short, sweet, and straight forward.

What's the ultimate purpose of this eBook? To save independent artists time and money and to give back to the indie music community at large.

Let's get one thing clear from the start! Everyone's journey will be different, and the outcomes of individual success will vary based various factors.

The various factors that will determine individual success within the music industry will include the following: (1) money, (2) talent, (3) hustle, (4) commitment, (4) focus, (5) luck, (6) cooperative skills, (7) perseverance, (8) discipline, (9) creativity and (10) ambition.

Again, you as the indie artist are paying for valuable information and saving yourself time in the process! All the methods, strategies and companies outlined in this book have been used by me personally to gain maximum success as an independent artist. Keep this in mind, you must be willing to invest in yourself to succeed in this business. The ones who succeed in life pay for the right information to get ahead and achieve their goals. No one will ever care more about you than YOU!

I have gone through all the trial and error and have done all the hard work and research. All you must do now as the reader and independent artist is follow my Indie Blueprint to capture your own music success!

Let's get to it!

## Chapter 1- Music Business Information

Let's start with the business! Although music is a creative joy and labor of love, you will soon realize that it is a business first and foremost.

This book provides all the pertinent information needed for you to pursue your music business responsibly and successfully to ensure that you get paid for your efforts.

I encourage you to first do your own research and due diligence on all the information I've provided in this book. This is to ensure that you are making the most informed decisions possible for you and your music career.

The following information will help you (1) legalize your music business affairs, (2) make sure you get paid accurately for your music and (3) protect your intellectual property rights.

Here are the step by step DIY procedures to complete.

DIY Step 1- Set up your own music publishing company and register with a performance rights organization (PRO) to get paid. The 3 main PROs are ASCAP, BMI, SESAC. ([www.ascap.com](http://www.ascap.com)) ([www.bmi.com](http://www.bmi.com)) ([www.sesac.com](http://www.sesac.com))

DIY Step 2- Register with Sound Exchange ([www.soundexchange.com](http://www.soundexchange.com)) Sound Exchange collects digital performance royalties to both featured artists and copyright owners in the USA.

DIY Step 3- Register music electronically with the Library of Congress ([www.eservice.eco.loc.gov](http://www.eservice.eco.loc.gov))

DIY Step 4- Register with PPL & PRS in the UK. ([www.ppluk.com](http://www.ppluk.com))

DIY Step 5- Register music with BDS ([www.media.bdsrealtime.com](http://www.media.bdsrealtime.com))

DIY Step 6- Register music with MediaBase ([www.2.mediabase.com](http://www.2.mediabase.com))

DIY Step 7- Register music with Digital Radio Tracker ([www.digitalradiotracker.com](http://www.digitalradiotracker.com))

DIY Step 8- Register for an LLC with LegalZoom- ([www.legalzoom.com](http://www.legalzoom.com))

DIY Step 9- Register a Trademark ([www.USPTO.gov](http://www.USPTO.gov)) or ([www.legalzoom.com](http://www.legalzoom.com))

DIY Step 10- Register for a D-U-N-S- Number ([www.dnb.com](http://www.dnb.com))

DIY Step 11- Register your music with Songtrust ([www.songtrust.com](http://www.songtrust.com))

## Chapter 2- Digital Music Distribution Companies, CD/Vinyl Manufacturers

Here are 4 of the main digital music distribution companies that get your music on all major digital platforms. In addition, here are 2 of the most reputable cd and vinyl manufacturers.

DIY Step 1- Register with CDBaby.com ([www.cdbaby.com](http://www.cdbaby.com))

DIY Step 2- Register with TuneCore ([www.tunecore.com](http://www.tunecore.com))

DIY Step 3- Register with Distrokid ([www.distrokid.com](http://www.distrokid.com))

DIY Step 4- Register with Bandcamp ([www.bandcamp.com](http://www.bandcamp.com))

DIY Step 5- Register with Disc Makers- ([www.discmakers.com](http://www.discmakers.com))

DIY Step 6- Register with Oasis CD ( [www.oasiscd.com](http://www.oasiscd.com))

## Chapter 3- Music Promotion, Music PR, and Music Marketing

Here are the names of legitimate, top notch radio consultants and music promotion companies that can assist you in getting digital, satellite & FM radio airplay. The companies listed will also get you on streaming playlists, get you video views and individual streams on Spotify, Apple Music, iTunes, Amazon Music, YouTube Music, Soundcloud and other music platforms worldwide.

The following music promotion, public relations & marketing companies provide independent artists with tangible and real results for available to all music genres.

I have used these companies to sell and stream over 1 million records collectively as an independent artist. These companies for hire and consultation have helped me to build artist awareness and promote my music to a global audience.

DIY Step 1- Consult Radio Airplay Pros- ([www.radioairplaypros.com](http://www.radioairplaypros.com))

DIY Step 2- Consult Radio Airplay Experts- ([www.radioairplayexperts.com](http://www.radioairplayexperts.com))

DIY Step 3- Consult Internet Broadcaster Alliance ([www.internetbroadcaster.com](http://www.internetbroadcaster.com))

DIY Step 4- Consult Music Promotion Club ([www.musicpromotionclub.com](http://www.musicpromotionclub.com))

DIY Step 5- Consult Artist PR ( [www.artistpr.com](http://www.artistpr.com))

DIY Step 6- Consult Musicvertising ([www.musicvertising.com](http://www.musicvertising.com))

DIY Step 7 - Consult Liberty Music PR ([www.libertymusicpr.com](http://www.libertymusicpr.com))

DIY Step 8- Consult Starlight PR ([www.starlightpr1.com](http://www.starlightpr1.com))

DIY Step 9- Consult My Music My Life- ([www.mymusicmylife.com](http://www.mymusicmylife.com))

DIY Step 10- Consult Disco Soul Gold Radio Promotions ( [www.dsgmusicstore.com](http://www.dsgmusicstore.com))

DIY Step 11- Consult Soul Food Music Radio Promotions ( [www.music-house.co.uk](http://www.music-house.co.uk))

DIY Step 12- Consult The Indie Bible- ([www.indiebible.com](http://www.indiebible.com))

DIY Step 13- Consult Spotify Hit Makers- ( [www.spothm.com](http://www.spothm.com))

DIY Step 14- Consult Decent Music PR & Artist Services- ([www.decentmusicpr.com](http://www.decentmusicpr.com))

DIY Step 15- Consult Blue Sentinel Marketing ([www.bluesentinelmarketing.com](http://www.bluesentinelmarketing.com))

DIY Step 16- Consult Streetpace Pro- ([www.streetpacelv.com](http://www.streetpacelv.com))

DIY Step 17- Consult Rive Video Promotions ([www.rivevideo.com](http://www.rivevideo.com))

DIY Step 18- Create a website with Bandzoogle.com ([www.bandzoogle.com](http://www.bandzoogle.com))

DIY Step 19- Consult Premium Playlist ( [www.premiumplaylists.com](http://www.premiumplaylists.com))

DIY Step 20- Consult Esther Austin Global ([www.estheraustinblobal.biz](http://www.estheraustinblobal.biz))

DIY Step 21- Consult GNA Universal Media ([www.gnauniversalmedia.com](http://www.gnauniversalmedia.com))

DIY Step 22- Consult What's Poppin' LA with Angie ([www.whatspoppinlosangeles.com](http://www.whatspoppinlosangeles.com))

DIY Step 23- Consult SoulTracks.com ([www.soultracks.com](http://www.soultracks.com))

DIY Step 24- Consult SoulBounce.com ([www.soulbounce.com](http://www.soulbounce.com))

DIY Step 25- Consult Urban Buzz Magazine ([www.urbanbuzzmag.com](http://www.urbanbuzzmag.com))

## Chapter 4 – Extra Music Industry Resources

As we close out this step-by-step DIY guide for independent artists, I wanted to add a few more additional resources that I believe can be useful to you and your career. All resources listed have been used by me personally to gain maximum artist exposure. Using these resources has helped me to increase my music sales, streaming numbers and build brand awareness as an independent artist.

Thank you for the purchase of this book and I wish you all a successful music career! Keep hustling and grinding! Enjoy the journey!

Resource 1- Printful, an online music merchandise company. ([www.printful.com](http://www.printful.com))

Resource 2- Sprizzy, an online marketing platform designed to help artist grow their YouTube Channels through YouTube ad campaigns. ([www.sprizzy.com](http://www.sprizzy.com))

Resource 3 – Chartmetric, an all-in-one platform that provides comprehensive streaming and social data for music industry professionals to create successful careers in music. ([www.chartmetric.com](http://www.chartmetric.com))

Resource 4- Songstats, a data analytics platform that provides a comprehensive overview of how your music is performing across the most relevant streaming services and download stores. ([www.songstats.com](http://www.songstats.com))

Resource 5- We Transfer, a file sharing platform to send your music files of all sizes around the world. ([www.wetransfer.com](http://www.wetransfer.com))

Resource 6- Dropbox-, a secure cloud storage platform that allows musicians to store music and video files of all sizes. ([www.dropbox.com](http://www.dropbox.com))

Resource 7- OpenSea, an American online NFT marketplace that lets artists create their own NFT collections to sell on marketplace in the metaverse. ([www.opensea.io](http://www.opensea.io))

Resource 8- Jewel Box Platinum, the official company that creates custom Spotify & Billboard plaques ([www.jewelboxplatinum.com](http://www.jewelboxplatinum.com))

Resource 9- Music Streaming Awards, a company that creates custom music streaming awards for independent artists. ([www.musicstreamingawards.com](http://www.musicstreamingawards.com))

Resource 10- DRT Certified Plaques, custom music plaques hand crafted to celebrate your highest chart position on the official digital radio tracker charts. ([www.digitalradiotracker.com](http://www.digitalradiotracker.com))

Resource 11- Fiverr, an online marketplace for freelance services. Fiverr has independent contractors who do everything from SEO optimization to website design to music marketing services.  
([www.fiverr.com](http://www.fiverr.com))